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January 9, 2007

Michael E. Marshall
Secretary of the Senate
State Capitol Building
Des Moines IA 50319

Mark Brandsgard
Chief Clerk of the House
State Capitol Building
Des Moines IA 50319

Re: Consider Iowa Pilot Program - FY 2007 Progress Report

Dear Members of the Iowa General Assembly:

As required by 2006 Legislative Acts, Chapter 1180 §11 (HF 2527), attached is the progress report from the University of Iowa on the Consider Iowa Pilot Program.

If you have any questions or need more information, please don't hesitate to contact this office.

Sincerely,

Gary W. Steinke

H:\BF\Legislative\2007 Session\Responses\GA_consideriowa010907.doc
Attachment
cc: Dennis Prouty, LSA
Legislative Liaisons
Legislative Log

House File 2527

The Consider Iowa pilot program is established to retain Iowa's college graduates and is developed in cooperation with representatives from the state's community colleges and businesses. Since July 1, 2006, 117 Iowa businesses have been personally contacted by the University of Iowa staff and 11 of the 15 community colleges. More visits are underway in order to provide resources for transitional students, current students and alumni.

To date, Pomerantz Career Center staff have been busy laying the foundation for this program. Later this spring and through the summer, Jane Schildroth, Director of Corporate and Community Relations at the Center, will be holding a series of meetings with the University of Northern Iowa and Iowa State University about the program.

When the web site is ready to be utilized, a marketing campaign is envisioned to communicate with current community college students, students at the University of Iowa and Iowa employers. Employer Strategy Forums that encourage recruitment in Iowa are planned for the spring of 2007. Marketing activities that have been achieved to date are as follows:

- Development of Consider Iowa logo
- Trade Show/Event display purchased
- Iowa Society of Human Resources Managers annual conference vendor

Interactive internet web presence:

Establishing a web site has consumed a significant portion of the efforts in this program since July 1, 2006. This site will house most aspects of the Consider Iowa program such as career development opportunities for the target markets, consulting for alumni of Iowa's community colleges and Regents' institutions and virtual career fairs for Iowa businesses. A comprehensive list follows:

Web segments developed to date:

- Career Tube - streaming videos on topics such as resumes and cover letters, interviewing, researching companies, networking, and job search strategies.
- Living in Iowa – A page within the web site devoted to providing a compilation of communities and online resources across the state that young graduates may find useful such as professional organizations, entertainment, recreation and community outlook.
- Host for Virtual Job Fairs – connecting employers with job seekers in targeted career areas.
- Events – any career-related event taking place within the state for the benefit of Iowa employers and prospective employees, i.e. employer immersion trips for current students
- Contact a Career Advisor – an email link to a career advisor who can offer suggestions and strategies for success.

Web segments currently under construction:

- Job Listings – a job posting system maintained by the University of Iowa staff for positions requiring a minimum of a two-year degree from an Iowa community college.
- Live Chat for transfer students – specific times available for conversation with the University of Iowa professional staff about career development and job search issues.
- Major Resource Kits – career resources on every major offered at the University of Iowa and potentially each of the Regents institutions, i.e., typical day, professional organizations, etc.
- Iowa Spotlight – A segment on the front page of the web site that allows communities and organizations to have their logo featured, linked to their communities web site. The communities/logos will rotate to highlight different communities.
- On-line Practice Interview System (cameras and software to be provided for each community college site).
- On-line Career Development Tool – a “workbook” to help students think through and act upon their own interests, abilities and values in order to create career strategies
- Electronic Portfolio – a tool to maintain and manage all activities and reflections affecting career strategies.
- Developing Your Personal Brand: An On-line Unit to help individuals market themselves and become distinctive within a pool of job applicants.

Employer Immersion Programs Held to Date:

- Student trips to Allied/Nationwide in Des Moines, McGraw-Hill in Dubuque and a Biotechnology trip that included Integrated DNA Technologies in Coralville, Genencor in Cedar Rapids and speakers from BIOWA and Vertex Pharmaceuticals Incorporated
- Sponsorship of Senior Conference at the University of Iowa to build awareness of career opportunities and assist in the transition from school to work
- Iowa Technology Association fair hosted in Iowa City/partnering with PCC

Of the original proposal, it is anticipated that the research concerning why graduates leave Iowa will be initiated in summer, 2007. Also, conversations have just begun with the Association of Business & Industry to develop a collegiate level of the Leadership Iowa program. Reaction to this pilot program has been overwhelmingly positive. Career professionals in the community colleges are eager to have the resources available to their students. Employers anticipate a high level of involvement in various aspects of the program. There is no entity within the state with the combination of career development and job search resources utilizing technology familiar to the young professionals being targeted. With the collaboration that is currently under way – and that to be developed – Consider Iowa is an asset to retention efforts.